OTHER MARKETS*
Tourists' Perception – Fact Sheet
Low Season 2022/2023

monitur

Sample n=82

Gender
Female **58.5%**
Male **40.2%**
DK/DA **1.3%**

Education Level
Primary School **2.4%**
High School **29.3%**
University **57.3%**
DK/DA **11.0%**

Age Group
18–24 years old **7.3%**
25–64 years old **46.3%**
65 and more years **22.0%**
DK/DA **24.4%**

Travel Logistics

Number of Nights
Up to 3 nights **25.6%**
4–7 nights **28.0%**
8–14 nights **23.2%**
15 to 30 nights **9.8%**
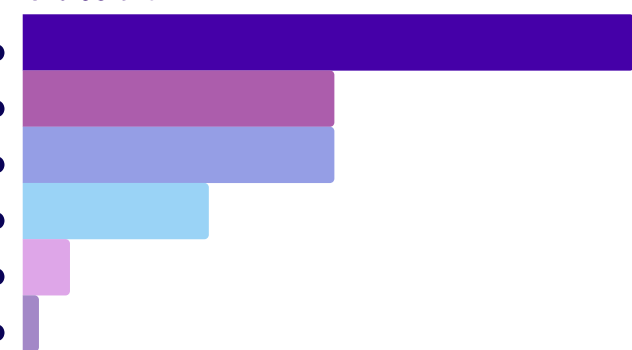More than 30 nights **13.4%**

1st Time Visit
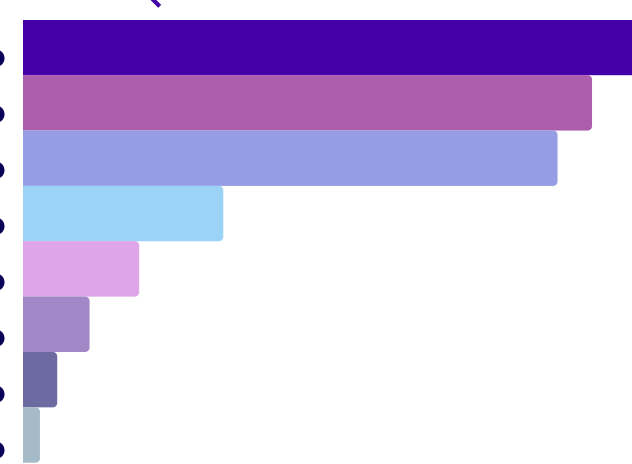**57.3%** No
42.7% Yes

Travel Companions
Spouse/Partner **41.1%**
Friends **21.2%**
Family Members **21.2%**
Alone **12.6%**
Work Colleagues **3.2%**
Organized Group **1.1%**

Source of Information
Family/Friends **28.7%**
Past Experiences **26.4%**
Internet/Social Media **24.8%**
Other **9.3%**
Books/Magazines **5.4%**
Advertising **3.1%**
Travel Agent/Tour Operator **1.6%**
Golf Media **0.8%**

Type of Accommodation
Hotel/Resort with 4 or more stars **23.2%**
Own holiday home **18.3%**
Hotel/Resort up to 3 stars **17.1%**
Local lodging **14.6%**
Aparthotel **8.5%**
Family/friends home **8.5%**
Other **6.1%**
Hostel **1.2%**
Camping/caravan **1.2%**
DK/DA **1.2%**
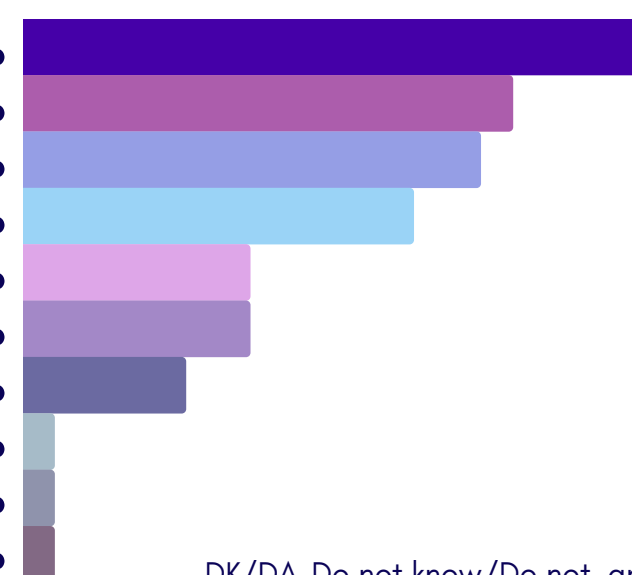
DK/DA-Do not know/Do not answer

Motivation
Vacation/holiday **78.0%**
Visiting friends & relatives **7.3%**
Other **6.1%**
Business **4.9%**
Health & wellness **1.2%**
Meeting/convention **1.2%**
DK/DA **1.2%**

SOME FACTS

28.0% of respondents from other markets stayed for **4 to 7 nights** and 57.3% had visited the destination previously. Most respondents traveled with their spouse/ partner (41.1%).

The three main **sources of information** for the destination choice were family/friends (28.7%), past experiences (26.4%) and internet/social media (24.8%).

The **type of accommodation** chosen the most by the respondents was a hotel/resort with 4 or more stars (23.2%) and the most visited place was Lagos (17.9%).

The main **motivation** for the respondents' visit to the Algarve was holiday/vacation (78.0%). Additionaly, the three **most common activities** performed were exercise/sports (26.5%), tours/sightseeing (16.2%) and beach (14.6%).

Lastly, regarding **social media**, 59.8% of respondents reported to have shared content online in the three main social medias chosen: Instagram (31.3%), Facebook (27.8%) and WhatsApp (23.3%).

Top 5 Most Visited Places
Lagos **17.9%**
Faro **10.7%**
Albufeira **9.5%**
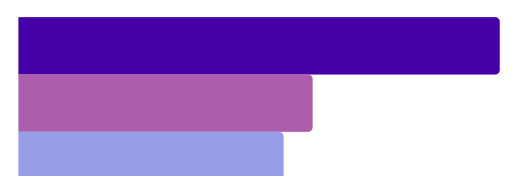Tavira **8.3%**
Portimão **7.1%**

Tourist Experience

Top 3 Most Common Activities
Exercise/sports **26.5%**
Tours/sightseeing **16.2%**
Beach **14.6%**

Social Media Sharing
39.0% | 59.8% | 1.2%
•No •Yes •DK/DA

Top 3 Most Used Social Media
Instagram **31.1%**
Facebook **27.8%**
WhatsApp **23.3%**

Respondents agree to a positive **destination evaluation** (4.30), specifically with regards to the safety of the destination.

They show very high levels of **satisfaction** (42.7%) and consider the Algarve to be the same (31.7%) but safer (30.5%) than other sun and sea destinations.

Respondents consider the destination to have a high level of service **quality** (4.13), in particular with regards to overall tourism services and restaurants.

Additionally, the respondents acknowledge the **price levels** as average (2.99).

Respondents reveal not to put much emphasis on the possibilities of the existence of crime, violence, terrorist attacks and epidemics in the Algarve and when choosing a destination (1.72).

The majority of respondents show high levels of **loyalty** by displaying interest in returning to the Algarve within the next five years (78.0%) and in recommending the destination to others (92.7%).
In parallel, they show a moderate willingness to revisit destinations they have already experienced (3.91).

Destination Evaluation 👍

Global Impact 4.30
Generally, the Algarve is a safe tourism destination **4.43**
Generally, residents in the Algarve treat tourists with sympathy **4.33**
Generally, the Algarve is a destination that preserves its cultural heritage **4.27**
Generally, the Algarve has a good environmental quality **4.15**

Scale: 1– Strongly Disagree; 5–Strongly Agree

Satisfaction

Overall Satisfaction

| 1.2% | 11.0% | 40.2% | 42.7% | 4.9% |

•Very Low •Low •Average •High •Very High •DK/DA

Previous visits to other sun and sand tourism destinations

| 81.7% | 17.1% | 1.2% |

•Yes •No •DK/DA

Comparison to other sun and sand tourism destinations

| 7.3% | 31.7% | 30.5% | 12.2% | 17.1% | 1.2% |

•Much Worse •Worse •The Same •Better •Much Better •NA •DK/DA

Safetiness compared to other sun and sand tourism destinations

| 2.4% | 28.0% | 30.5% | 18.3% | 17.1% | 3.7% |

•Much Less Safe •Less Safe •Neutral •Safer •Much Safer •NA •DK/DA

NA–Not applicable | DK/DA–Do not know/Do not answer

Assessment of service quality and price levels

🎖 Quality

Global Impact 4.13
The overall quality level of tourist services **4.28**
The quality level of restaurants and similar services **4.17**
The quality level of accommodation services **4.15**
The quality level of local trade/traditional stores **4.08**
The quality level of shopping centers/malls **3.97**

Scale: 1– Very Bad; 5–Very Good

🏷 Price Levels

Global Impact 2.99
The level of prices in restaurants and similar services **3.10**
The level of prices in shopping centers/malls **3.01**
The level of prices in local trade/traditional stores **2.98**
The level of prices in accommodation services **2.96**
The overall level of prices **2.91**

Scale: 1– Very Low; 5–Very High

⚠ Safety Concerns

Global Impact 1.72
The possibility of global threats, such as those posed by terrorist attacks, was a concern during my visit to the Algarve **1.87**
The possible existence of crime and violence was a concern during my visit to the Algarve **1.73**
The possibility of the occurrence of epidemics, such as COVID–19, affects my choice of tourism destinations **1.69**
The possibility of the occurrence of epidemics, such as COVID–19, was a concern during my visit to the Algarve **1.59**

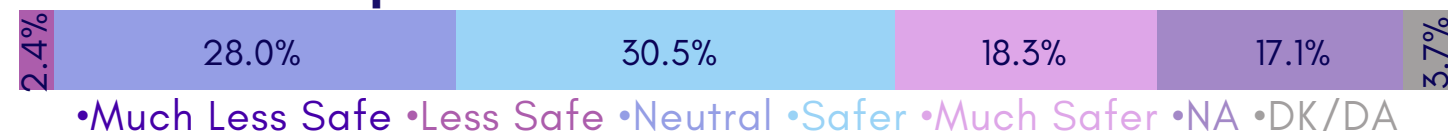Scale: 1– Strongly Disagree; 5–Strongly Agree

🔒 Loyalty

Intention to revisit within next 5 years

| 78.0% | 18.3% | 3.7% |

•Yes •No •DK/DA

Intention to recommend

| 92.7% | 4.9% | 2.4% |

•Yes •No •DK/DA
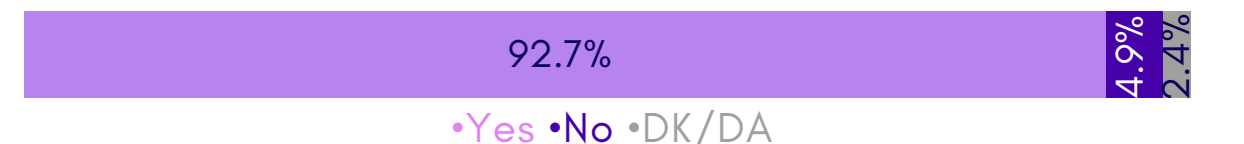
🚶 Tourist Profile

On holidays, I like to visit exotic and unknown destinations **4.08**
I like to revisit the same destinations because I know what to expect **3.91**
On holidays, I like to visit new destinations **3.22**

Scale: 1– Strongly Disagree; 5–Strongly Agree